



United States Department of the Interior

**NATIONAL PARK SERVICE
Zion National Park
Springdale, UT 84767**



C38 (ZION)

November 15, 2016

Dear Commercial Use Authorization Holders and Applicants:

We appreciate your continued efforts to connect park visitors to the natural and cultural resources of Zion National Park. Please review the information provided below pertaining to the park's Visitor Use Management Plan and 2017 Commercial Use Authorization Application Package.

Current Planning Efforts:

Zion National Park is in the process of completing a Visitor Use Management Plan to address over-capacity issues occurring on park shuttle buses, frontcountry trails, and at key destinations and facilities in the park. Extraordinary increases in visitation occurring since 2010 has created a need for this action. Please Visit www.parkplanning.nps.gov/zion for more information.

To provide guidance on how the park will manage commercial services in the future, a Commercial Services Strategy is being completed as a component of the Visitor Use Management Plan. The Commercial Use Authorization Program is undergoing a review as part of this process. Elements of this strategy have included public outreach on current/prospective commercial services and a market analysis focusing on the economic environment in and around Zion National Park. The strategy will include an evaluation of services against the purpose for which Zion National Park was created, existing park management plans, and future management objectives (Per National Park Service Management Policies 2006 section 8.1.2). If this review finds a current commercial service to be an inappropriate park use, a recommendation to discontinue the service would be provided for public comment during a review of the draft Visitor Use Management Plan document.

The legislation authorizing Commercial Use Authorizations (16 USC 6966) authorizes "the incidental use of resources of the unit by commercial operations which provide services originating and terminating outside of the boundaries of the unit;" As a reminder, Commercial Use Authorizations are not concession contracts and have no preferential right of renewal. As such, services administered under this commercial management tool were not intended to act as an organization's primary business model or revenue stream.

The Commercial Service Strategy will also evaluate the implementation of a market price fee for the CUA program. This could include the addition of an annual fee (from 3% to 5%) of gross receipts from services occurring within Zion National Park or an increase in application fees. Any proposed changes to the current fee structure would be provided for public comment during a review of the draft Visitor Use Management Plan document.

2017 Application Package:

Zion National Park is now accepting applications for 2017 Commercial Use Authorizations (CUAs). Important information on the 2017 application process can be found below:

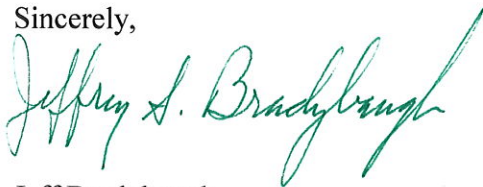
- The 2017 application package is now available at:
<https://www.nps.gov/zion/planyourvisit/permitsandreservations.htm>
- For 2017, the park is implementing a limited CUA application period. Applications received or postmarked after April 1, 2017 will not be accepted and prospective CUA holders will not be eligible to operate in Zion National Park in 2017.
- Applications must be submitted *at least three weeks* in advance to receive consideration. Additional processing time will be added for incomplete applications. A checklist has been included with the application.
- All application materials should be submitted electronically to zion_commercialservices@nps.gov. All other electronic correspondence or inquiries should be sent to this email address. Phone inquiries can be directed to (435) 772-0210.
- All CUA application fees should be remitted electronically through pay.gov by visiting the following link:
<https://pay.gov/public/form/start/77182661>

The application fee is on a sliding scale, based on the amount of revenue a company earned in Zion during the previous year (2016). Applicants will need to use the included Annual Financial Report to calculate fees under section #9 'Financial Information'. Annual reports (and application fees) must be submitted for each CUA held.

- All applicants are encouraged to carefully read the General Authorization Provisions (Attachment A Form) and activity specific Operating Plans (Attachment B Form) as some program updates have been implemented for 2017.

For new applicants, welcome and thank you for joining in our efforts to provide meaningful visitor experiences in Zion National Park. For those of you returning, welcome back and thank you for your continued contributions to that effort. If you have any questions about this correspondence, please contact Philip Arrington, Concessions Management Specialist at (435) 772-0210 or at zion_commercialservices@nps.gov.

Sincerely,



Jeff Bradybaugh
Superintendent
Zion National Park